## Tools for Surviving the Storm
### Part II

Transitioning to a Long Term Care Web site

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## Goals of the Transition

Expansion of the current NH website to provide a more holistic approach to LTC transparency

➢ Expanded information on in-home and community services

➢ Enhanced nursing home and assisted living guides

➢ More timely and robust information

➢ Greater utility for end users
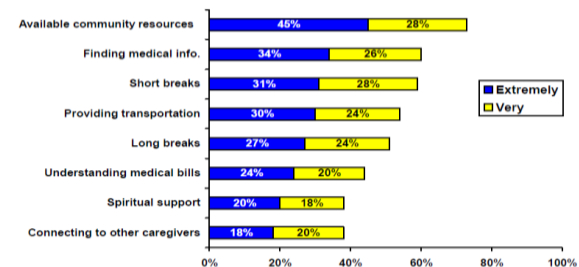
➢ Improved navigation tools

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## Rationale for Change

➢ Aging of baby boomers fuels need for increase in LTC services

➢ Stated preference for services in home vs. institutional settings

➢ Growing demand for home and community services

➢ Recent AARP survey supports need for information on LTC services

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OVER SEVEN IN TEN **AARP** MEMBERS IN **MARYLAND** SAY THAT INFORMATION ON AVAILABLE RESOURCES FOR CAREGIVERS WOULD BE EXTREMELY OR VERY HELPFUL.

At least half say that assistance in finding accurate medical information, getting short or long breaks from caregiving tasks, and assistance with providing transportation would also be helpful.

**Types of Caregiving Support That Would Be Helpful to AARP Members**
(n=1,270 – All Respondents)

| | Extremely | Very |
|---|---|---|
| Available community resources | 45% | 28% |
| Finding medical info. | 34% | 26% |
| Short breaks | 31% | 28% |
| Providing transportation | 30% | 24% |
| Long breaks | 27% | 24% |
| Understanding medical bills | 24% | 20% |
| Spiritual support | 20% | 18% |
| Connecting to other caregivers | 18% | 20% |

2008 Survey of AARP Members in Maryland on Caregiving, *Research Report*

## Website Enhancements

- Add information about planning for long term care
- Add services to support living at home
- Add services received in-home
- Enhance alternative living options
- Update and expand the General Information & Assistance section
- Functional improvements
  - Improve ease of navigation
  - Include photos of facilities

## Redesign of the Website is a Collaborative Effort

- Preliminary discussions with LifeSpan and HFAM in 2008 on purpose and content of the redesign
- Gave presentations to HFAM and LifeSpan in 2009 to review the outline of changes in content and functionality in the draft RFP
- The LTC Advisory Committee will be convened at several stages of the procurement process to ensure input from the diverse end users of the website

## Services to be Added

- Adult day care
- Congregate housing
- Congregate meals
- Caregiver resources
- Home delivered meals
- Home health agencies
- Hospice
- Nursing referral service agencies
- Residential service agencies
- Respite services
- Senior centers
- Technology
- Transportation assistance

The slides that follow are all samples.

We are continually searching for relevant content and the best wording to express the information and concepts to the consumer audience

## Major sections of the LTC site

| Preparing for LTC Needs | General Information & Assistance | Living at Home | Alternative Living Options | Nursing Care & Rehabilitation Services |
|---|---|---|---|---|
| Planning for LTC | Senior Assistance & Information | Assessing Home for Safety & Livability | Assisted Living | Nursing Home |
| Paying for LTC | Senior Health Insurance Programs (SHIP) | Home Modification Resources | Independent Living Communities | |
| Assessing Home for Safety & Livability | Maryland Access Point | Adult Day Care | Continuing Care Retirement Communities | |
| Home Modification Resources | Long Term Care Financing | **Personal Care and Health Services** | Congregate Housing | |
| | Medicaid LTC & Waiver Services | Home Health Agencies Residential Services Agencies Nursing Referral Service Agencies | | |
| | | Congregate Meals | | |
| | | Home Delivered Meals | | |
| | | Caregiver Resources | | |
| | | Respite | | |
| | | Senior Centers | | |
| | Technology Assistance | Technology Assistance | Technology Assistance | |
| | Transportation Assistance | Transportation Assistance | Transportation Assistance | |
| | Hospice | | | |

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## What is Long Term Care ?

Planning for LTC Needs

General Information & Assistance

Living at Home

Alternative Living Options

Nursing Care & Rehabilitation Services

Long Term Care (LTC) is a variety of services that assist people in maintaining their independence in meeting personal or health-related needs.  Services include:

- Shopping
- Taking medications
- Managing money
- Performing activities outside the home
- Assistance with bathing and dressing

➤ Services can be provided in a person's home, in the community, in residential facilities (assisted living, congregate housing or nursing homes)
➤ Most people who require LTC are 65 or older
➤ A person can need LTC services at any age
➤ People may require long term care services for a short period of care after an acute illness or hospitalization or over several months or years

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## Next Steps

➤ Convene the LTC Advisory Committee to review the draft RFP specifications
➤ Issue RFP - select contractor to design and build the site
➤ Presentation of the information and navigation of the site are key components in the design
➤ Seek participants for feedback group. Meetings to be held by webinar type technology
➤ Build the site – expected timeframe for completion 2010

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## ...the web site is a work in progress…

The final result will be based on input from:

➤ Consumers
➤ Providers
➤ MHCC staff
➤ Selected contractor